ORDER

Orders

Order / Rev:

105218

Alt Order #:

06839269

Product Desc:

RNC-ROMNEY

Estimate:

313

Flight Dates:

08/08/12 - 08/14/12

Original Date / Rev:

08/06/12 / 08/14/12

Order Type:

GENERAL

Primary AE:

Sales Office:

Sales Region:



KSNV

Amy McCreary

BLPHI

National

Agency

Name:

American Rambler Productions

Buying Contact:

Billing Contact:

138 Conant St.

Beverly, MA 02494

Billing Type: Billing Calendar:

Billing Cycle:

Agency Commission:

15%

Cash

EOM/EOC

00:15:00

Broadcast

Advertiser

Name:

Priority:

"RNC/Romney for President

Demographic: Product Codes: A35+

PLC03

Revenue Codes:

SELECT PRIORITY CODE POLITICAL/AGY, PCAN, GEN New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date End Date # Spots Gross Amount Net Amount 07/30/12 08/14/12 102 \$96,517.50 \$113,550.00

Totals

Month # Spots Gross Amount Net Amount Rating August 2012 102 \$113,550.00 \$96,517.50 0.00 102 \$113,550.00 \$96,517.50 0.00 Totals

Account Executives

Account Executive

Sales Office Sales Region

Start Date / End Date

Start Of Order - End Of Order

Order % 100%

Amy McCreary

Order Share

KSNV

Market

Share

33% \$113,550.00 100%

\$344,090.91

Total

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$103,227.27
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	20%	\$68,818.18
KTUD	0%	\$0.00
KVVU	15%	\$51,613.64
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$6,881.82

	Ln	Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Spots	Rate Pri	Rtg Type Spot	s Amount
,	E 1	KSNV	08/08/12	08/10/12	Olympics Primetin Olympics Primetin		7pm-12am	WTF	:30 1	\$6,000.003	0.00 NM	1 \$6,000.00
	(OLY PR	IME									
		<u>Star</u>	t Date I	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>				
	\Ma	eek: 08/0	16/12 (08/12/12	WTF	1	\$6,000,00	0.00				

Print Date: 08/14/12 16:53:32 Page 2 of 4

KSNV

Order / Rev:

105218

Advertiser:

RNC/ Romney for President

RNC-ROMNEY

Alt Order #: Flight Dates: 06839269

08/08/12 - 08/14/12

Product Desc:

Estimate:

313

Ch Start End Inventory Code Break Start/End Time Days Ln Len Spots Rate Pri Rtg Type Spots Amount KSNV 08/08/12 08/10/12 Olympics Primetime СМ --WTF :30 \$6,000.003 7pm-12am 0.00 NN \$6,000.00 Olympics Primetime OLY PRIME Spots/Week Start Date End Date Weekdays Rate Rating 0.00 Week: 08/06/12 08/12/12 --WTF-\$6,000.00 E 2 KSNV 08/08/12 08/10/12 M-F Early News :30 CM 5-630p --WTF--1 \$1,000.001 0.00 NM \$1,000.00 M-F Early News **NEWS** Start Date Weekdays Spots/Week Rating End Date Rate --WTF---Week: 08/06/12 08/12/12 1 \$1,000.00 0.00 M-F 6-7a WakeUp w/WagM 08/08/12 08/10/12 \$4,200.00 E 3 KSNV 6-7a --WTF--:30 6 \$700,001 0.00 NM 6 M-F 6-7a WakeUp w/Wagners **NEWS** Start Date **End Date** Rating Weekdays Spots/Week Rate Week: 08/06/12 08/12/12 --WTF--\$700.00 0.00 MT----E 4 KSNV 08/13/12 08/14/12 M-F 6-7a WakeUp w/WaQM :30 0.00 NM 6-7a \$700.001 \$2,800.00 M-F 6-7a WakeUp w/Wagners **NEWS** Start Date End Date Weekdays Spots/Week Rate Rating MT----Week: 08/13/12 08/19/12 \$700.00 0.00 MT----4 \$1,400.001 E 5 KSNV 08/13/12 08/14/12 **Today Show** CM 658a-9am :30 0.00 NM 4 \$5,600.00 **Today Show** TODAY Spots/Week Rating Start Date **End Date** Weekdays Rate Week: 08/13/12 08/19/12 MT----4 \$1,400.00 0.00 E 6 KSNV 08/08/12 08/10/12 **Today Show** CM 658a-9am --WTF--:30 6 \$1,400.001 0.00 NM \$8,400.00 **Today Show** TODAY Start Date End Date Weekdays Spots/Week Rate Rating Week: 08/06/12 08/12/12 --WTF--6 \$1,400.00 0.00 M-F Today Show II 3rd HCM 0.00 NM KSNV 08/13/12 08/14/12 9-10a MT----:30 2 \$500.001 \$1,000.00 M-F Today Show II TODAY II Spots/Week Rating **End Date** Weekdays Rate Start Date MT----Week; 08/13/12 08/19/12 \$500.00 0.00 E 8 KSNV 08/08/12 08/10/12 Olympics Daytime Week@M --WTF--9am-4pm :30 9 \$1,200,003 0.00 NM \$10,800.00 Olympics Daytime Weekdays OLY DAY Start Date End Date Weekdays Spots/Week Rate Rating --WTF--Week: 08/06/12 08/12/12 9 \$1,200,00 0.00 M-F Today Show III 4th 13M KSNV 08/13/12 08/14/12 10am-11am MT----:30 2 \$325.001 0.00 NM 2 \$650.00 Today 4th Hour TODAY 3 Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 08/13/12 08/19/12 MT----\$325.00 0.00 E 10 KSNV 08/13/12 08/14/12 Rachael Ray CM MT----:30 \$325.001 0.00 NM 11am-12pm 2 2 \$650.00 Rachael Ray RR End Date Start Date Weekdays Spots/Week Rate Rating 0,00 MT----Week: 08/13/12 08/19/12 \$325.00 E11 KSNV 08/13/12 08/14/12 Noon News CM 12-1230pm MT----:30 \$425.001 0.00 NM \$1,700.00 Noon News **NEWS** Spots/Week Rating Start Date End Date Weekdays Rate 08/19/12 MT----\$425.00 0.00 Week: 08/13/12 E12 KSNV 08/13/12 08/14/12 Days of our Lives CM 1258p-2pm MT-----:30 2 \$425.001 0.00 NM 2 \$850.00 Days of our Lives DAYS Spots/Week Rating Start Date End Date <u>Weekdays</u> Rate \$425.00 0.00 Week: 08/13/12 08/19/12 E13 KSNV 08/13/12 08/14/12 CM 2pm-3pm :30 2 \$325.001 0.00 NM 2 \$650.00

Print Date: 08/14/12 16:53:32 F

KSNV

Page 3 of 4

Order / Rev:

105218

Advertiser:

RNC/ Romney for President

Alt Order #:

06839269

Product Desc:

RNC-ROMNEY

Flight Dates:

08/08/12 - 08/14/12

Estimate:

313

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount The Doctors The Doctors DRS Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 08/13/12 08/19/12 MT----\$325.00 0.00 E 14 KSNV 08/13/12 08/14/12 Dr. Phil CM :30 3-4p MT----2 \$450.001 0.00 NM 2 \$900.00 Dr Phil PHII. Spots/Week Start Date End Date Weekdays Rate Rating 08/19/12 MT----\$450.00 Week: 08/13/12 0.00 E 15 KSNV 08/13/12 08/14/12 NEWS 3 at 4 (1 HOUR)CM 4-5pm MT----:30 2 \$600.002 0.00 NM \$1,200.00 2 4PM NEWS (1 hour) (4:00 PM-4:30 PM) NEWS Start Date End Date Weekdays Spots/Week Rate Rating Week: 08/13/12 08/19/12 \$600.00 0.00 NEWS 3 at 4 (1 HOUR)CM E 16 KSNV 08/13/12 08/14/12 4-5pm MT-:30 \$700.001 0.00 NM 3 \$2,100,00 4PM NEWS (1 hour) (4:30 PM-5:00 PM) **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating 08/19/12 MT----Week: 08/13/12 \$700.00 0.00 E 17 KSNV 08/13/12 08/14/12 CM 5-630p M-F Early News MT----:30 4 \$1,000.001 0.00 NM \$4,000.00 M-F Early News **NEWS** Start Date End Date <u>Weekdays</u> Spots/Week Rate Rating MT----Week: 08/13/12 08/19/12 \$1,000.00 0.00 E18 KSNV 08/08/12 08/10/12 M-F Early News CM 5-630p --WTF--:30 6 \$1,000.001 0.00 NM ក \$6,000.00 M-F Early News **NEWS** Spots/Week Start Date Weekdays Rating End Date Rate Week: 08/06/12 08/12/12 --WTF--6 \$1,000.00 0.00 E 19 KSNV 08/08/12 08/10/12 M-F Jeopardy CM 630-7pm --WTF--:30 6 \$1,000.001 0.00 NM \$6,000.00 M-F Jeopardy JEP Start Date End Date Weekdays Spots/Week Rate Rating Week: 08/06/12 08/12/12 --WTF--\$1,000.00 0.00CM 630-7pm E 20 KSNV 08/13/12 08/14/12 M-F Jeopardy MT----:30 4 \$1,000.001 MN 00.0 \$4,000.00 M-F Jeopardy JEP Spots/Week Start Date End Date <u>Weekdays</u> Rate Rating 08/19/12 MT----Week: 08/13/12 \$1,000.00 0.00 E 21 KSNV 08/13/12 08/14/12 CM :30 \$2,200.00 M-F Wheel 7-730pm MT----2 \$1,100.001 0.00 NM 2 M-F Wheel of Fortune WHEEL End Date Rating Start Date Weekdays Spots/Week Rate Week: 08/13/12 08/19/12 2 \$1,100.00 0.00 M-F Wheel E 22 KSNV 08/08/12 08/10/12 CM 7-730pm --WTF--:30 3 \$1,000,001 0.00 NM 3 \$3,000.00 M-F Wheel of Fortune WHEEL Start Date End Date Weekdays Spots/Week Rating Rate --WTF--Week: 08/06/12 08/12/12 3 \$1,000.00 0.00 E 23 KSNV 08/08/12 08/10/12 News 3 Olympic Zone CM 7:30-8:00PM --WTF--:30 \$750.002 0.00 NM 3 3 \$2,250.00 News 3 Olympic Zone OLY ZONE End Date Start Date **Weekdays** Spots/Week <u>Rate</u> Rating --WTF--Week: 08/06/12 08/12/12 \$750.00 0.00 E 24 KSNV 08/08/12 08/10/12 Olympics Late News 3 CM 11pm-12:35am --WTF---:30 6 \$1,000.002 0.00 NM 6 \$6,000.00 Late News during Olympics NEWS **End Date** Spots/Week Rating Start Date <u>Weekdays</u> Rate Week: 08/06/12 08/12/12 --WTF--\$1,000.00 0.00 E25 KSNV 08/11/12 08/11/12 CM ----S-:30 \$6,800.00 4am-6pm 4 \$1,700.003 0.00 NM

Print Date: 08/14/12 16:53:32

KSNV

Page 4 of 4

Order / Rev:

105218

Advertiser:

RNC/ Romney for President

Alt Order #:⋅

06839269

Product Desc:

RNC-ROMNEY

Flight Dates:

08/08/12 - 08/14/12

Estimate:

313

Ln Ch	Start	End	Inventory Code		Start/End	Time Days	Len	Spots	Rate Pri	Rtg Type S	Spots	Amount
OLY D	۸٧		Olympics Daytime	WEEKEND								
***	art Date	End Date	Weekdays	Spots/Week	Rate	Rating				1		
Week: 08		08/12/12	S-		\$1,700.00	0.00				i		
E27 KSNV		2 08/11/12	Olympics Primetin		7pm-12am		5- :3	0 2	\$6,000.003	0.00 NM	2	\$12,000.00
			Olympics Primetin		•				•			
PRIME	OLY									1		
	<u>art Date</u>	End Date		Spots/Week	<u>Rate</u>	<u>Rating</u>						
Week: 08		08/12/12	S-		\$6,000.00	0.00						
E 28 KSNV	08/11/1	2 08/11/12	Olympics Late Ne		11pm-12:35	Sam:	5- :3	0 2	\$1,000.002	0.00 NM	2	\$2,000.00
A IPTI A FO			Late News during	Olympics								
NEWS		End Date	Weekdays	Spots/Week	Rate	Rating						
<u>ى.</u> Week: 08	art Date	08/12/12	S-		\$1,000.00	0.00						
			Olympics Daytime		4am-6pm		-s :3	n 4	\$1,700.003	0.00 NM	4	\$6,800.00
L 20 NON	E 29 KSNV 08/12/12 08/12/12 Olympics Daytime Week@M Olympics Daytime WEEKEN				-ioin opin				ψ1,100,000	0.00 /		40,000,00
OLY										l l		
St	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
Week: 08	3/06/12	08/12/12	S	4	\$1,700.00	0.00						
E30 KSNV	/ 08/12/ ⁻	12 08/12/12			Sun. 6p-7p		-S :3	0 2	\$1,000.001	0.00 NM	2	\$2,000.00
	SUN 6p News Hour OLYMPICS(6:00 PM-6:30 PM)											
NEWS		F 1 D. (-	Maria Calana	0	D-4-	Deline				1		
<u>St</u> Week: 08	tart Date	End Date 08/12/12	<u>Weekdays</u>	Spots/Week	<u>Rate</u> \$1,000,00	<u>Rating</u> 0.00				·		
E 31 KSNV			Olympics Late Ne		11pm-12:3		-S :3	10 2	\$1,000.002	0.00 NM	2	\$2,000.00
E 31 KSIN	1 00/12/	12 00/12/12	Late News during		1 1pm-12.3	Jaiii	-a ,c	JO 2	\$1,000.002	0.00 14141	2	Ψ2,000.00
NEWS	3		Late News during	Ciyiiipioa								
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 08	8/06/12	08/12/12	s	2	\$1,000.00	0.00						
										Totals	102	\$113,550.00